



CANADA MEDIA LANDSCAPE

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Country Overview

WORLD'S EIGHTH LARGEST COUNTRY



CAPITAL
Ottawa

REGION
North America

GDP PER CAPITA, PPP
\$49,690

GDP
\$1.7 trillion

POPULATION
37,058,856

AREA
9,984,670 SQ.KM

Canada is a constitutional monarchy with the U.K. monarch as the head of state.

Canada is a high-tech industrial society with a high standard of living. Trade agreements in the 1980s and 1990s dramatically bolstered trade with the U.S., and now the two countries are each other's largest trading partner.

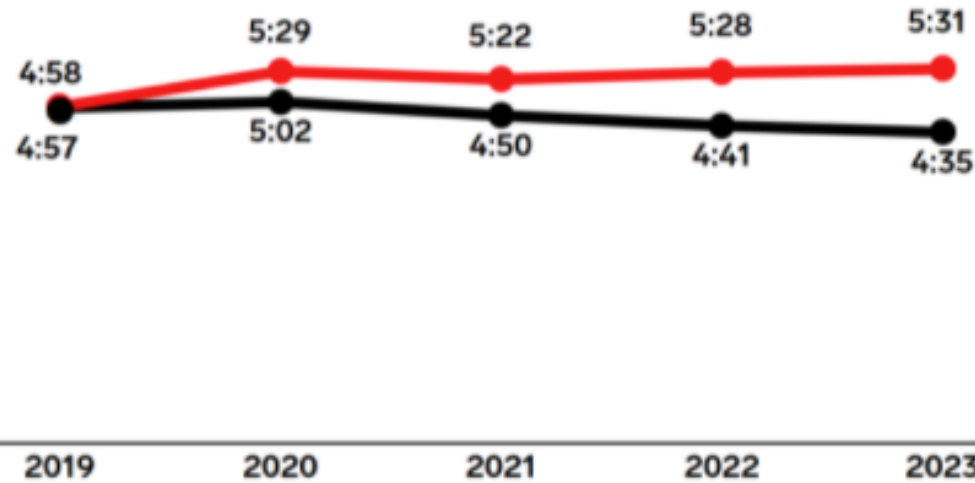
While the service sector is Canada's biggest economic driver, the country is a significant exporter of energy, food and minerals.

Media Consumption Overview

MOST MEDIUMS HAVE HIGH REACH AND CONSUMPTION

Traditional* vs. Digital Media: Average Time Spent in Canada, 2019-2023

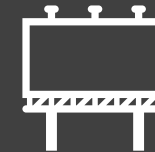
hrs:mins per day among population



The largest share of time is spent with TV



Digital reaches the largest share of adult population



Maintains a very high reach:
85% of the population

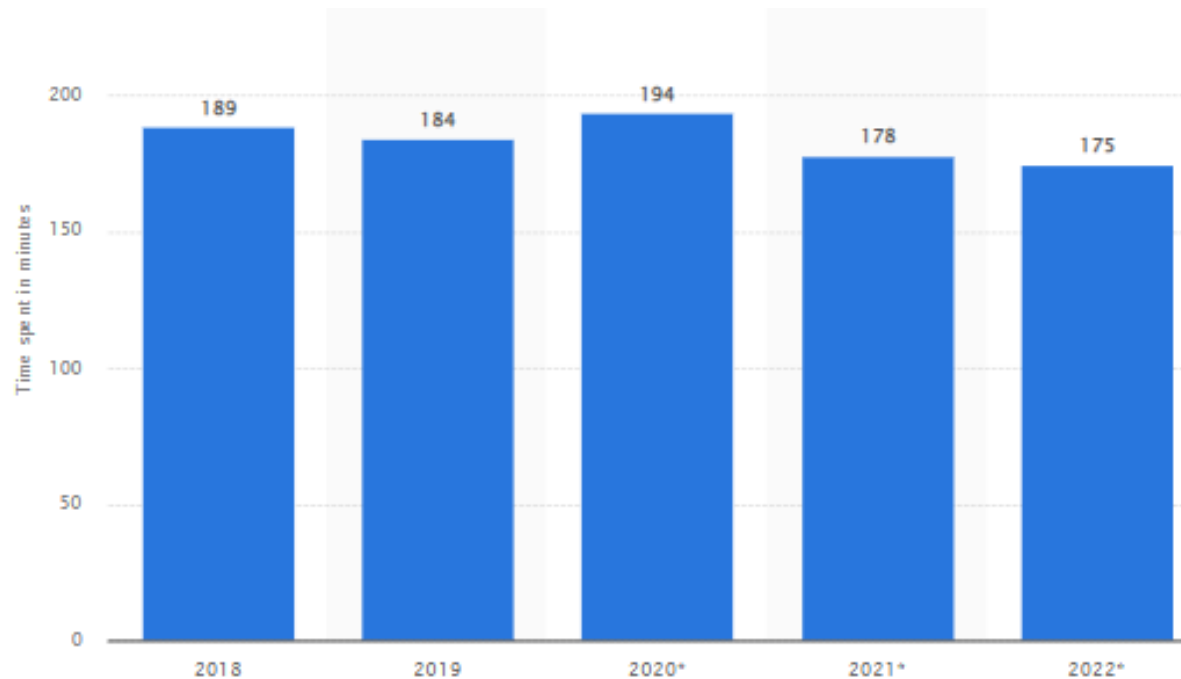


Reaches 87% of the population

TV Consumption

REACHES 93% OF ADULT CANADIANS PER WEEK

Average daily time spent watching TV (2018-2022)



TV is the most engaged medium in Canada

Although TV has seen a slight decline over the years, it still maintains high viewership

Canadians watch 175 minutes worth of TV everyday

TV Consumption

TOP TV NETWORKS



CTV Television Network

The CTV Television Network is a Canadian English-language terrestrial television network. CTV is the most-watched network across Daytime, Primetime, and Late Night, leading with total viewers across key demographics. It reaches 18 million Canadians on average each week.



Canadian Broadcasting Corporation

The Canadian Broadcasting Corporation (branded as CBC, is a Canadian public broadcaster which operates two national broadcast television networks: CBC Television in English, and Ici Radio-Canada Télé in French.



Global Television Network

The Global Television Network is a Canadian English-language terrestrial television network. It specializes in both news and entertainment-based TV channels.



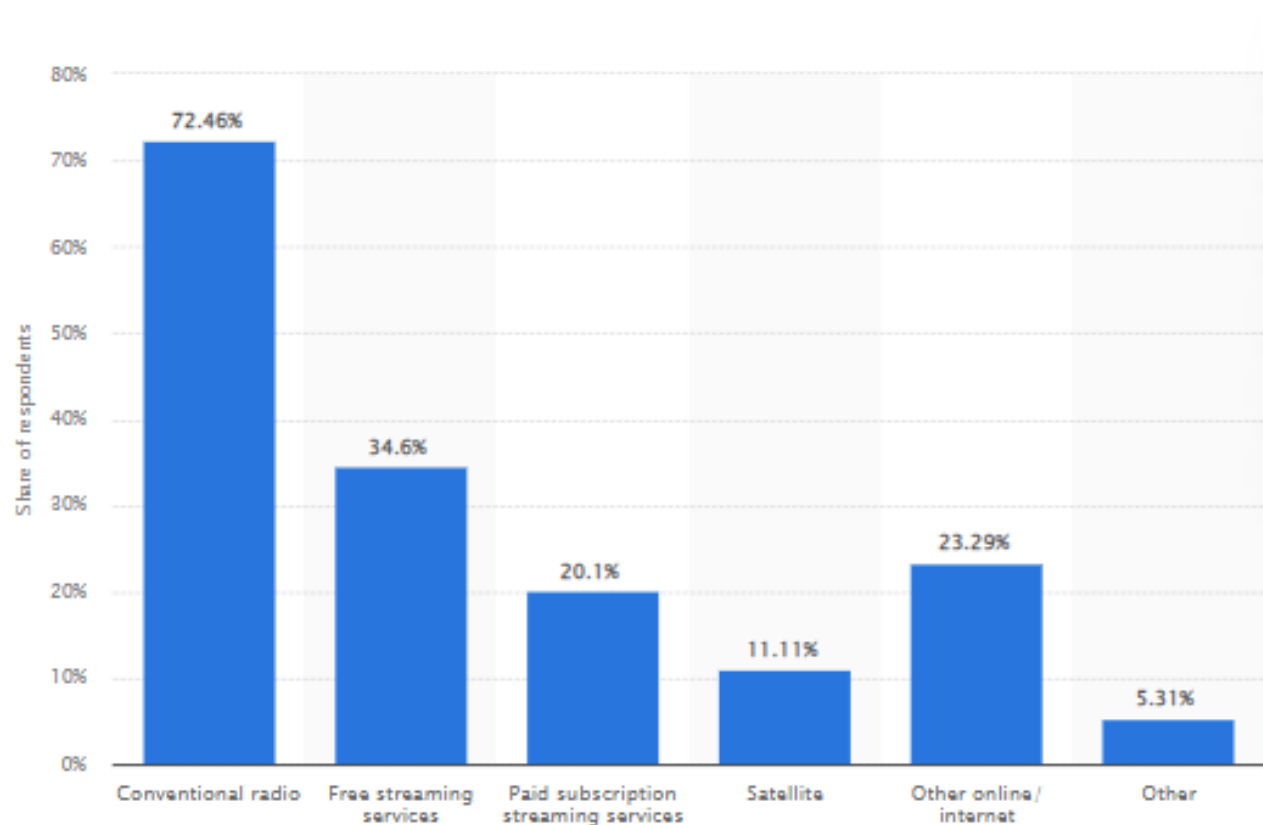
TVA

TVA is a Canadian French-language terrestrial television network, owned by Groupe TVA. Headquartered in Montreal, the network only has terrestrial stations in Quebec.

Radio Consumption

A POPULAR MEDIUM IN CANADA, IT IS CONSUMED BY 87% OF PEOPLE

Radio consumption in Canada as of June 2021, by platform



- Radio is the top medium for music consumption in Canada
- According to a study from November 2021 on radio consumption in Canada, around 72.46% of surveyed respondents stated that they listened to radio in a conventional way, meaning AM and FM
- Around 67.5% of Canadians listen to radio in a vehicle, while 35.7% listen to it through a smartphone

Radio Consumption

TOP RADIO STATIONS



Virgin Radio

Frequency: 98.5 FM

Language: English

Virgin Radio launched in the United Kingdom in 1993, is own of the top radio station in Canada operated by Bell Media. It provides its audience non-stop entertainment with hit music.



BOUNCE

Frequency: 101.3

Language: English

BOUNCE Radio is an adult hits radio station operated by Bell Media. It delivers favorites from the past with hits from the 70s, 80s, 90s, and 00s.



CHFI-FM

Frequency: 98.1 FM

Language: English

CHFI-FM is a commercial adult contemporary radio station licensed to Toronto, Ontario, Canada. Owned by Rogers Sports & Media, it serves the Greater Toronto Area. It plays adult contemporary tunes.

Print Consumption

CANADIANS ARE READING MORE NEWSPAPERS THAN EVER, BOTH IN PRINT AND DIGITALLY

YOUNGER CANADIANS ARE READING NEWSPAPERS, ALMOST AS MUCH AS BOOMERS



BOOMERS
(Age 54-72)

37% of the population.

90% read newspapers weekly.

Primary platform is **Print**.



MILLENNIALS
(Age 19-36)

34% of the population.

88% read newspapers weekly.

Primary platform is **Phone**.



BUSINESS DECISION MAKERS*

37% of the population.

93% read newspapers weekly.

Choose **ALL** platforms ("news junkies").

9 in 10 Canadians read a newspaper at least once a week

Print Consumption

THERE ARE 74 DAILY NEWSPAPER TITLES IN CANADA



95%

of readers choose to read on digital platforms.



46%

of readers continue to read printed editions.



25%

of all readers access news media content on all four platforms.

- In 2021, Canada's daily newspaper circulation (paid and free) stood at 19.3 million copies over the course of a week. 58% of daily newspaper circulation was paid and 42% was free (controlled)

Print Consumption

TOP PRINT TITLES



The Globe and Mail **Circulation: 323,133**

The Globe and Mail is a Canadian daily newspaper printed in five cities in western and central Canada. The Globe and Mail delivers lively and authoritative coverage of national, international, business, technology, arts, entertainment and lifestyle news.



National Post **Circulation: 186,108**

The National Post is a Canadian English-language broadsheet daily newspaper. It continues to provide readers with comprehensive reporting from across the country and around the world, all with a distinctly Canadian voice.



The Toronto Star **Circulation: 308,881**

The Toronto Star is a Canadian broadsheet daily newspaper. It specializes in news, sports news, entertainment news, business news, world news, current affairs and investigative journalism.



Calgary Herald **Circulation: 107,954**

The Calgary Herald is a daily newspaper published in Calgary, Alberta, Canada. Its content reaches half-a-million readers each week. For more than a century the Calgary Herald has engaged audiences with news and information to keep them informed with in-depth analysis and context.

Digital Consumption

THE NUMBER OF INTERNET USERS IN CANADA INCREASED BY 0.9% BETWEEN 2021 AND 2022



Digital Consumption

CANADIANS SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

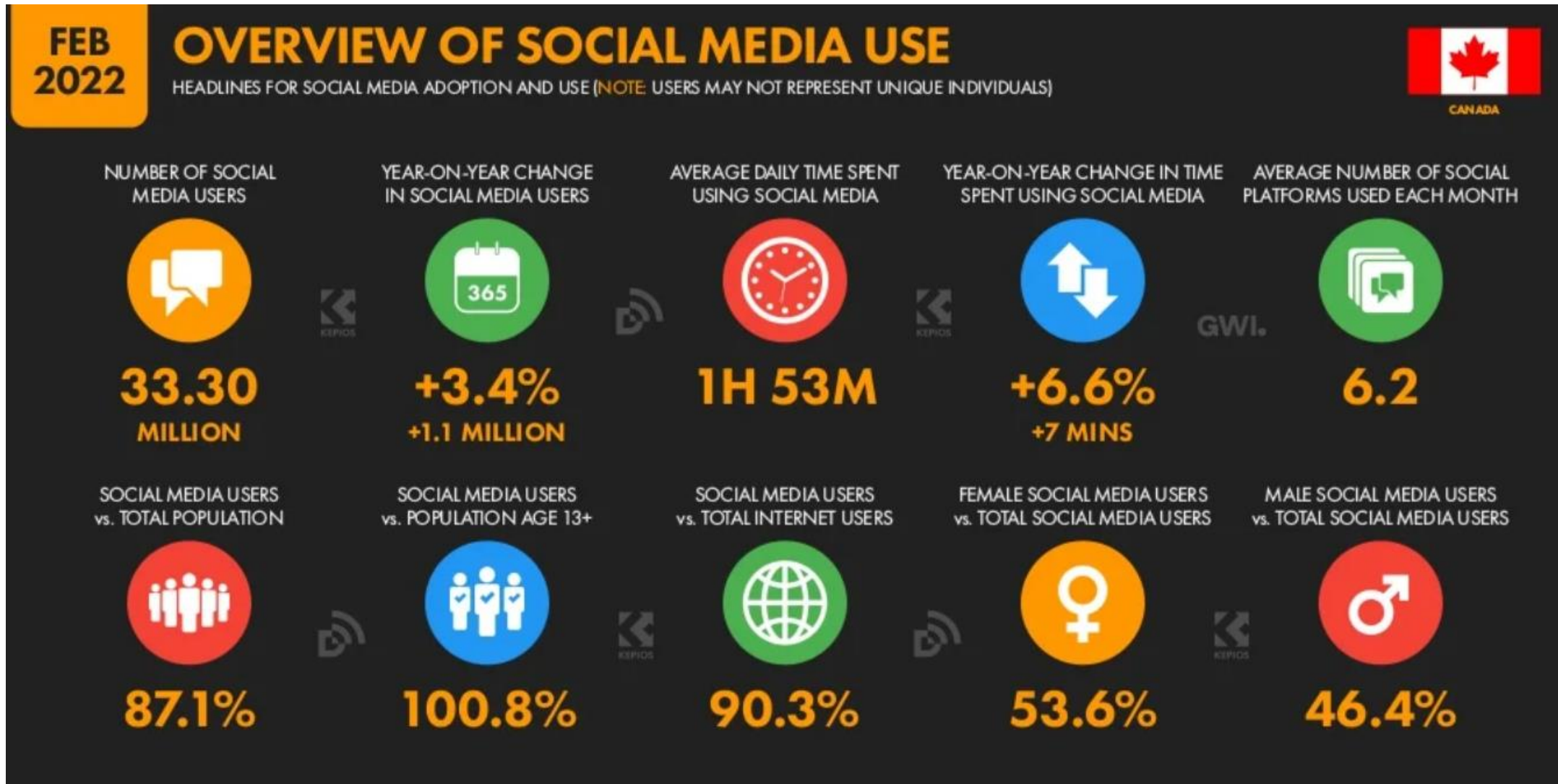


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	28.2B	46.5%	53.5%	12M 22S	9.07
02	YOUTUBE.COM	11.7B	14.8%	85.2%	21M 08S	11.67
03	FACEBOOK.COM	6.74B	40.6%	59.4%	9M 40S	8.46
04	CANADAPOST-POSTESCANADA.CA	3.01B	96.9%	3.1%	1M 48S	1.95
05	GOOGLE.CA	2.44B	34.2%	65.8%	7M 04S	10.93
06	AMAZON.CA	2.01B	38.0%	62.0%	6M 32S	10.00
07	TWITTER.COM	1.93B	38.0%	62.0%	10M 18S	11.65
08	WIKIPEDIA.ORG	1.82B	50.8%	49.2%	3M 39S	3.39
09	YAHOO.COM	1.70B	32.7%	67.3%	7M 45S	6.32
10	LIVE.COM	1.53B	24.5%	75.5%	6M 49S	8.79

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	REDDIT.COM	1.48B	31.8%	68.2%	9M 31S	6.86
12	NETFLIX.COM	1.48B	3.4%	96.6%	11M 13S	4.11
13	INSTAGRAM.COM	1.47B	47.5%	52.5%	7M 09S	10.57
14	XVIDEOS.COM	1.12B	91.1%	8.9%	12M 25S	10.24
15	OFFICE.COM	884M	24.5%	75.5%	7M 56S	6.93
16	CBC.CA	860M	57.3%	42.7%	3M 32S	2.35
17	CTVNEWS.CA	857M	77.7%	22.3%	2M 41S	1.87
18	XNXX.COM	849M	93.6%	6.4%	15M 33S	11.51
19	PORNHUB.COM	821M	82.0%	18.0%	8M 42S	7.73
20	ZOOM.US	759M	28.0%	72.0%	3M 13S	3.23

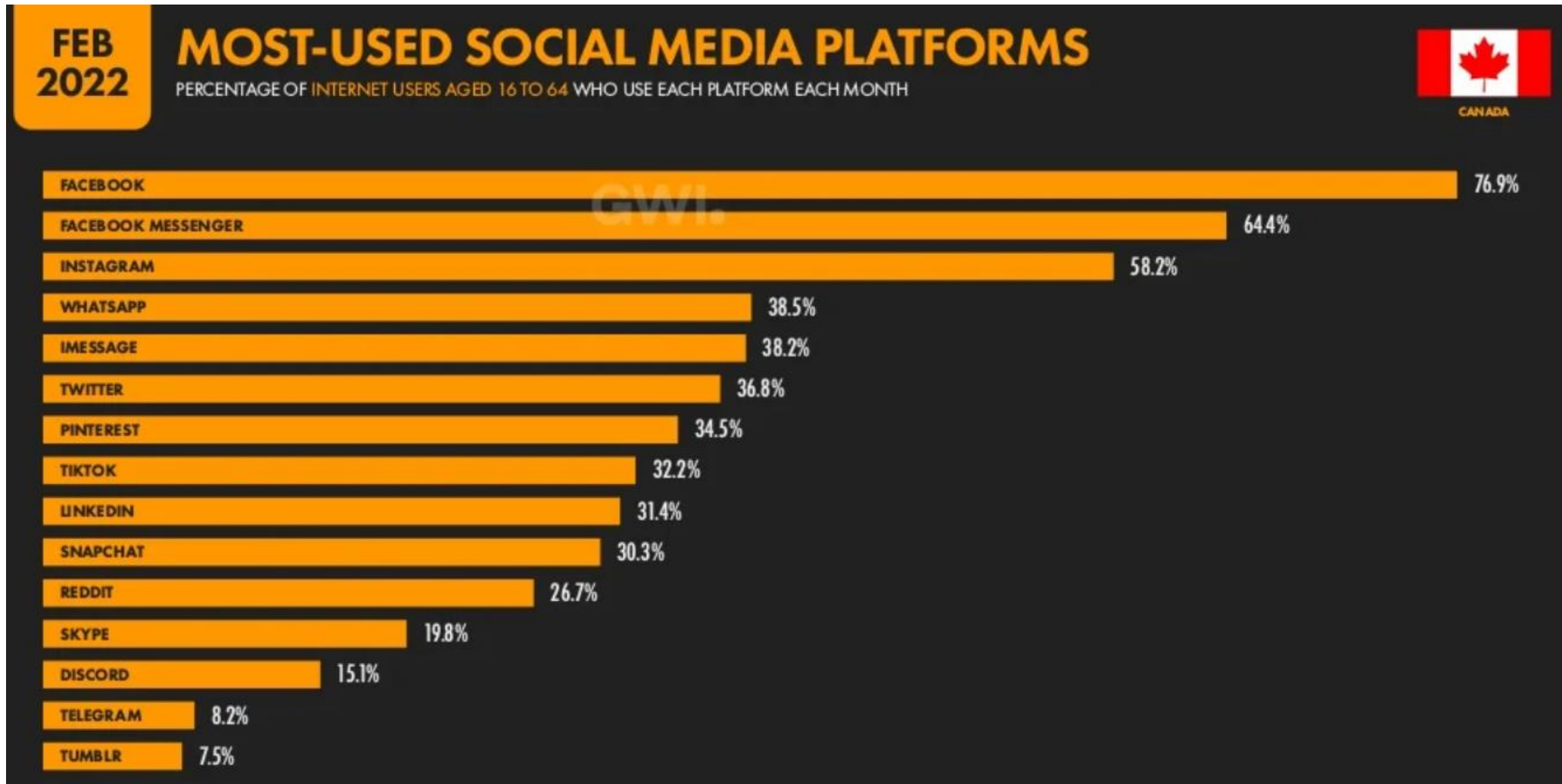
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN CANADA INCREASED BY 3.4% BETWEEN 2021 AND 2022



Digital Consumption

FACEBOOK IS THE MOST-USED SOCIAL MEDIA PLATFORM, FOLLOWED BY INSTAGRAM



Outdoor Sites

CANADA



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